



RECREATION AND COMMUNITY SERVICES DEPARTMENT  
QUINLAN COMMUNITY CENTER  
10185 NORTH STELLING RD • CUPERTINO, CA 95014-3255  
TELEPHONE: (408) 777-3120 www.cupertino.org

## PARKS AND RECREATION COMMISSION STAFF REPORT

Meeting Date: September 7, 2017

### **Subject**

Citywide Parks and Recreation System Master Plan Update – Vision, Mission & Goals; Preliminary Opportunities Analysis; Prioritization Criteria

### **Recommended Action**

Accept update on the Citywide Parks and Recreation System Master Plan (“Master Plan”) and provide direction.

### **Background**

A planning process for Cupertino’s citywide parks, open space and recreation system is in progress. In April, the Commission and public provided feedback on a draft park classification system, a map of parks and recreation facilities, an inventory matrix, and observations about our parks and recreation system. In June, the Commission and public provided feedback on an Existing Parks and Facilities Summary report, a draft community-wide survey summary report regarding results of the 2016 citywide survey, a draft Community Outreach and Vision Summary report, and an overview presentation. In August, the Commission provided feedback on a Geographic Analysis including maps relating to the city’s parks and recreation system, as well on facilities which serve neighborhood needs.

### **Discussion**

The community was invited to participate in a survey this summer that solicited feedback on language and concepts related to the vision and goals for the Master Plan. The consultant has evaluated input from the community and the survey results. Attachment A presents a draft vision, mission and goals that reflect the community’s desired outcomes for the Master Plan. It also includes all of the survey results in its appendices. The Commission and community are invited to weigh in on the draft vision, mission and goals.

Building upon the Geographic Analysis presented in June, the consultant has developed a preliminary evaluation of potential opportunities to enhance the city’s parks and recreation system. Attachment B includes the Preliminary Opportunities Analysis and

provides associated maps and references. The Commission and community are invited to provide input on the preliminary analysis. There will be particular focus on several key topics identified at the end of the narrative.

The master planning process will lead to a list of potential capital improvements for the parks and recreation system. Draft Prioritization Criteria are presented for discussion (see Attachment C). The draft criteria draw upon input to date and the draft goals. Input by the public and the Commission is invited.

### **Fiscal Impact**

None.

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Prepared by: Gail Seeds, Park Improvement Manager

Reviewed by: N/A

Approved by: Jeff Milkes, Director of Recreation & Community Services

Attachment A: Vision, Mission & Goals, Draft, August 2017. Also includes:

Appendix A – Vision & Goals Questionnaire Summary

Appendix B – Vision & Goals Questionnaire Write-In Responses

Appendix C – Vision & Goals Questionnaire

Attachment B: Preliminary Opportunities Analysis, Draft, August 2017

- Map 1B, Nearby Park Access, unserved residential-zoned areas, Draft, July 2017  
(*from Geographic Analysis presented August 3, 2017; map is unchanged*)
- Map A, Opportunity A, Expand the System, Draft, August 2017
- Map B, Opportunity B, Connect the System, Draft, August 2017
- Map C, Opportunity C, Foster Natural Systems, Draft, August 2017
- Table, Park and Facility Inventory Matrix, Draft, July 2017

Attachment C: Prioritization Criteria, Draft, August 2017